Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

Claims 1-2 (*Canceled*)

1   Claim 3. (*Currently Amended*) An electronic classified advertising system

2   comprising:

3   a computer useable medium; and

4   a computer device having a processor;

5   wherein said system is

6   wherein said computer useable medium carries thereon classifieds advertising

7   software, which, when executed by the processor, causes the processor to carry out steps

8   comprising:

9   providing a multi-tier hierarchical structure with a top level sections menu and lower

10 tier section menus;

11   providing each section menu with a SEARCH ADS link;

12   providing each section menu with a PLACE ADS link;

13   providing each section menu with an EDIT ADS link;

14   providing each section menu with a MY PROFILE link;

15   providing each section menu with a MY CHECKLIST link;

16   providing each section menu with an AUTO NOTIFY link;

17   providing each section menu with a HELP link;

18   providing each section menu with a BROWSE ADS link;

19   providing each section menu with an ADVANCED SEARCH link;

20   providing each section menu with a POWER SEARCH link;

21   publishing a classified advertisement;

22   providing a search engine for plural types of searches including browsing, keyword

23   searches, retrieval of a specific ad by a database identification number, retrieval of all of a

24   particular users ads, retrieval of one particular ad for modification, and full database power

25   searches;

26   searching for classified ads by category and subcategory;

27   posting new classified ads by end users;

28   modifying, renewing, and deleting classified ads by end users;

29   creating, modifying, and deleting a personal search agent to automatically send new

30   classified ads by email that match predefined criteria;

31   establishing advertisement response criteria; and

32   privately and securely responding to electronic classified advertising.

1   Claim 4. (*Previously Presented*) The system according to claim 3, wherein the step

2   of providing each section menu with a SEARCH ADS link, when executed by the processor

3   of the system, further causes the processor to carry out steps comprising:

4   searching for classified ads in the system by section (category) and subcategory.

1   Claim 5. (*Previously Presented*) The system according to claim 3, wherein the step

2   of providing each section menu with a PLACE ADS link, when executed by the processor of

3   the system, further causes the processor to carry out steps comprising:

4   posting new classified ads to the system.

1   Claim 6. (*Previously Presented*) The system according to claim 3, wherein the step

2   of providing each section menu with a EDIT ADS link, when executed by the processor of

3   the system, further causes the processor to carry out steps comprising:

4   modifying, renewing, deleting, or adding or modifying multimedia files to

5   classified ads on the system.

1   Claim 7. (*Previously Presented*) The system according to claim 3, wherein the step

2   of providing each section menu with a MY PROFILE link, when executed by the processor of

3   the system, further causes the processor to carry out steps comprising:

4   registering for an account or updating registration information for an account on

5   the system.

1   Claim 8. (*Previously Presented*) The system according to claim 3, wherein the step

2   of providing each section menu with a MY CHECKLIST link, when executed by the processor

3   of the system, further causes the processor to carry out steps comprising:

4   displaying all classified ads that have been marked for future recall and viewing

5   by the system.

1   Claim 9. (*Previously Presented*) The system according to claim 3, wherein the step

2   of providing each section menu with an AUTO NOTIFY link, when executed by the processor

3   of the system, further causes the processor to carry out steps comprising:

4   creating, modifying, or deleting a personal search agent that automatically sends

5   new classified ads on the system by email that match pre-defined criteria.

1   Claim 10. (*Previously Presented*) The system according to claim 3, wherein the

2   step of providing each section menu with a BROWSE ADS link, when executed by the

3   processor of the system, further causes the processor to carry out steps comprising:

4   presenting a list of all classified ads on the system.

1　　　Claim 11. (*Previously Presented*) The system according to claim 3, wherein the

2　step of providing each section menu with an ADVANCED SEARCH link, when executed by

3　the processor of the system, further causes the processor to carry out steps comprising:

4　　　searching for classified ads using keyword searching, Boolean options searching,

5　case-sensitive searching, date-ranging searching, or searching with imagery.

1　　　Claim 12. (*Previously Presented*) The system according to claim 3, wherein the

2　step of providing each section menu with a POWER SEARCH link, when executed by the

3　processor of the system, further causes the processor to carry out steps comprising:

4　　　searching for classified ads in the system based on specific criteria and within

5　ranges.

1　　　Claim 13. (*Currently Amended*) An electronic classified advertising method

2　comprising:

3　　　providing a computer useable medium carrying thereon classifieds advertising

4　software;

5　　　providing a computer device having a processor;

6　　　causing the processor to execute the software and carry out steps comprising:

7　　　　　providing an electronic classified advertising system having a multi-tier

8　　　　　hierarchical structure with a top level sections menu and lower tier section

9　　　　　menus;

10   providing each section menu with a SEARCH ADS link;

11   providing each section menu with a PLACE ADS link;

12   providing each section menu with an EDIT ADS link;

13   providing each section menu with a MY PROFILE link;

14   providing each section menu with a MY CHECKLIST link;

15   providing each section menu with an AUTO NOTIFY link;

16   providing each section menu with a HELP link;

17   providing each section menu with a BROWSE ADS link;

18   providing each section menu with an ADVANCED SEARCH link;

19   providing each section menu with a POWER SEARCH link;

20   publishing a classified advertisement;

21   providing a search engine for plural types of searches including browsing,

22 keyword searches, retrieval of a specific ad by a database identification number, retrieval of

23 all of a particular users ads, retrieval of one particular ad for modification, and full database

24 power searches;

25   searching for classified ads by category and subcategory;

26   posting new classified ads by end users;

27   modifying, renewing, and deleting classified ads by end users;

28   creating, modifying, and deleting a personal search agent to automatically

29   send new classified ads by email that match predefined criteria;

30   establishing advertisement response criteria; and

31   privately and securely responding to electronic classified advertising.

1   Claim 14. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with a SEARCH ADS link further carries out steps

3   comprising:

4   searching for classified ads in the system by section (category) and subcategory.

1   Claim 15. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with a PLACE ADS link further carries out steps

3   comprising:

4   posting new classified ads to the system.

1   Claim 16. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with a EDIT ADS link further carries out steps

3   comprising:

4   modifying, renewing, deleting, or adding or modifying multimedia files to

5   classified ads on the system.

1   Claim 17. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with a MY PROFILE link further carries out steps

3   comprising:

4   registering for an account or updating registration information for an account on

5   the system.

1   Claim 18. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with a MY CHECKLIST link further carries out steps

3   comprising:

4   displaying all classified ads that have been marked for future recall and viewing

5   by the system.

1   Claim 19. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with an AUTO NOTIFY link further carries out steps

3   comprising:

4   creating, modifying, or deleting a personal search agent that automatically sends

5   new classified ads on the system by email that match pre-defined criteria.

1   Claim 20. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with a BROWSE ADS link further carries out steps

3   comprising:

4   presenting a list of all classified ads on the system.

1   Claim 21. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with an ADVANCED SEARCH link further carries out

3   steps comprising:

4   searching for classified ads using keyword searching, Boolean options searching,

5   case-sensitive searching, date-ranging searching, or searching with imagery.

1   Claim 22. (*Previously Presented*) The method according to claim 13, wherein the

2   step of providing each section menu with a POWER SEARCH link further carries out steps

3   comprising:

4   searching for classified ads in the system based on specific criteria and within

5   ranges.